

ABSTRAK

Tujuan utama perusahaan adalah memaksimalkan nilai perusahaan. Nilai perusahaan mencerminkan kinerja perusahaan yang dapat mempengaruhi persepsi investor terhadap perusahaan yang sering dikaitkan dengan harga saham. Semakin tinggi harga saham semakin tinggi pula nilai perusahaan. Nilai perusahaan dapat memberikan kemakmuran pemegang saham secara maksimum apabila harga saham meningkat. Penelitian ini bertujuan untuk mengetahui pengaruh *Debt to Asset Ratio*, *Debt to Equity Ratio*, Ukuran perusahaan, *Return on Asset*, *Return On Equity*, dan *Net Profit Margin* terhadap nilai perusahaan.

Sampel penelitian yang digunakan adalah perusahaan *Consumer Goods* yang terdaftar di Bursa Efek Indonesia tahun 2014-2016. Sampel penelitian sebanyak 27 perusahaan *consumer goods*, dimana metode yang digunakan adalah *purposive sampling*. Analisis data menggunakan alat analisis uji regresi berganda yang didahului dengan uji asumsi klasik yang terdiri dari uji normalitas, uji multikolinearitas, uji heteroskedastisitas dan uji autokorelasi. Pengujian hipotesis dilakukan dengan menggunakan uji F dan uji T.

Hasil penelitian menunjukkan bahwa *Debt to Asset Ratio* dan *Net Profit Margin* berpengaruh negatif dan signifikan terhadap nilai perusahaan. Sedangkan *Debt to Equity Ratio*, Ukuran Perusahaan, *Return on Assets* dan *Return on Equity* berpengaruh positif dan signifikan terhadap nilai perusahaan.

Kata Kunci : Nilai Perusahaan, *Debt to Asset Ratio*, *Debt to Equity Ratio*, Ukuran Perusahaan, *Return on Asset*, *Return on Equity*, *Net Profit Margin*

ABSTRACT

The main objectives of a company is to maximize firm value. Firm value reflects the company performance which can influence the perception of the investors to the company which is commonly correlated to stock price. When the stock price is getting high the firm value is getting high as well. Firm value can give prosperity to the stockholder maximally when the stock price increases. This research is aimed to find out the influence of Debt to Asset Ratio, Debt to Equity Ratio, Firm Size, Return on Asset, Return On Equity, and Net Profit Margin to the firm value.

The research sample applies consumer goods companies which are listed in Indonesia Stock Exchange in 2014-2016 periods. The numbers of research samples are 27 consumer goods companies in which these companies have been selected by using purposive sampling. The data analysis has been done by using multiple regressions test analysis which is preceded by classic assumption test which consists of normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test. The hypothesis test has been conducted by using F test and t test.

The result of the research shows that Debt to Asset Ratio and Net Profit Margin give negative and significant influence to the firm value. Meanwhile, Debt to Equity Ratio, Firm size, Return on Assets and Return on Equity give positive and significant to the firm value.

Keywords: Firm value, debt to asset ratio, debt to equity ratio, firm size, return on asset, return on equity, net profit margin